

IN THE CLAIMS

Please amend the claims as follows.

1-59. (Canceled)

60. (Previously Presented) A bleached bran product comprising bleached bran derived from a cereal grain, the bleached bran product produced by treating bran with a hydrogen peroxide solution and an aqueous alkaline solution in a wet bleaching process, followed by an ozone treatment, the bleached bran product having an antioxidant activity at least 15 to 35% higher than native bran and suitable for admixing with whole wheat flour to produce white whole wheat flour having an L value on the Hunter scale of at least about 82.

61. (Previously Presented) The bleached bran product of claim 60 wherein the bran is treated with about 0.1 to 2% ozone, by weight, at a pH of about 4 to 5.

62. (Previously Presented) The bleached bran product of claim 61 wherein the reaction of ozone and bran is in the range of about 90 to 95%.

63. (Currently Amended) The bleached bran product of claim 21 60 wherein bitter flavor components present in the native bran are reduced.

64-73. (Canceled)